

Technical Session - III

1.30 pm - 2.30 pm

Welcome Address : **Dr. K. Veerakumar**, Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College

Resource Person : **Dr. K. Ramesh**
Professor
PG & Research Department of Commerce
KSR College of Arts and Science
Tiruchengode

Topic : "**Human Resource Planning and Retention in Business Administration**"

Vote of Thanks : **Ms. R. Sindhuja**
Assistant Professor
Department of Business Administration
Nallamuthu Gounder Mahalingam College

Valedictory Session

2.30 pm - 3.30 pm

Welcome Address : **Mr. D. Bhuvanendran**
Assistant Professor
Department of Business Administration
Nallamuthu Gounder Mahalingam College

Valedictory Address : **Dr. P.M. Palanisamy**
Principal
Nallamuthu Gounder Mahalingam College

Vote of Thanks : **Mr. T. Manikandan**
Assistant Professor
Department of Business Administration
Nallamuthu Gounder Mahalingam College

NATIONAL ANTHEM

Mr. Muthukumar Purushothaman

Mr. Muthukumar Purushothaman, our alumni from the department of MCA started his professional career by co-founding *Tainntech Software Solution* along with his class mates. Since 2012, he is working with various companies in Malaysia where he managed some key projects for Ministry of Education, May Bank Malaysia and Electricity Board of Malaysia (TNB) etc., As of now, apart from working as a software development manager for a German based company *PSI Incontrol* in Malaysia, he co-founded two startups in India and became official business advisor and management consultant for firms in India, Malaysia and Philippines such as PRESSO, Air Socks and DroidLogix Inc..

Dr. M. Prakash

Dr. M. Prakash presently working as Assistant Professor in the Department of Commerce, CHRIST (Deemed to be University), Bangalore. He got 19 years of teaching experience. He cleared NET examination conducted by UGC in 2010. During the tenure as lecturer from 2001 to 2010 he served as NSS Program Officer. He was the Coordinator for Anti-Narcotic Cell in earlier college. He is recognized research guide for Research Programme and produced candidates too. To his credit, he has presented more than 25 papers in various international, national and state level workshops and Seminars. He delivered key note addresses in national level seminars and workshop. He has published one book and more than 10 papers in international journals.

Dr. K. Ramesh

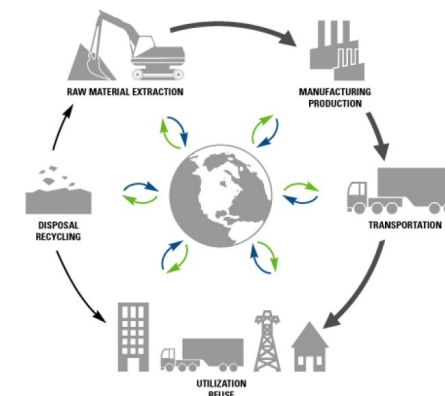
Dr. K. Ramesh presently working as professor in PG and Research department of commerce KSR College of Arts and Science (Autonomous), Tiruchengode, Nammakal. He got 19 years of teaching experience in various privileged institutions He Completed Ph.D in commerce under the specialization HRD/Marketing He Cleared SET examination conducted by UGC in 2016. He acted as chief editor of VEI-International Journal of Social Sciences .He organized various national and international seminars such as trade fairs, symposium and several workshops. He acted as resource person and severs as a external examiner for PhD Viva Voce Programmes. He has published four books and more than 58 papers in national and international journals.

ONE DAY INTERNATIONAL LEVEL WORKSHOP ON Current Trends in Business Sector

3rd January 2020

@

Prof. M. Alkondan Hall



DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore
POLLACHI - 642 001.

About the Institution

NGM College which is one of the premier institutions affiliated to Bharathiar University, was found in the year 1957 by Shri S.P. Nallamuthu Gounder and Dr. N. Mahalingam, Chairman, Sakthi Group of Companies with a divine vision and cherished desire to serve the cause of humanity in general and rural masses in particular through education. The objective has been realized right from the day of inception of the college by providing valuable education and by making the students academically vibrant, socially committed, ethically strong and culturally rich citizens of the world.

The Autonomous status was introduced in 1987. The college gives importance to accomplish the twin ideals of education, viz. academic excellence and human excellence. To achieve these twin goals, the President of college Dr. B. K. Krishnaraj Vanavarayar has laid down ten priorities in specific areas such as vision, infrastructure, faculty development, human excellence education, career guidance, placement, sports and games and social orientation. Uzhavu Bharatham and Manaiyiyal Magathuvam certificate courses were introduced in 2017 to enlighten the magnitude of our heritage values. NGM College has been vibrant in academic and extracurricular activities is under the guidance of the secretary, Sri. M. Balasubramaniam.

About the Department

Department of Business Administration (formerly BBM, Business Management) was established in the year 1996 as a self financing programme. The curriculum is framed keeping the university syllabus and using the autonomy latter the curriculum is reframed emphasizing on leadership qualities, entrepreneurial traits, team work, problem solving and critical thinking for decision making. The syllabus is either updated or revisited periodically through BOS to suit the needs of the students of this area. The vision of the department is 'Creating Excellence in Business Administration'. This is achieved through a well framed mission which is meticulously planned. Industrial visits are periodically undertaken to gain practical exposure of a business organization. The department has organized inter departmental meets (ADMINUTSAV); inter collegiate meet (B3), Programmes for school children (WISQUEST) through the association namely

'AFEX'. Students also take active participation in social services through Rotract Club and other clubs of our college. They also involve themselves in NSS, sports, Student Guild Services as a part of their community service. 'Consumer Day' rally was organized to create awareness among public about issues related to consumerism. The department brings an in house magazine 'manomag', a vent to bring out the hidden talents.

About the Workshop

Organizations change and adapt people running them – our managers and leaders. In the past, many organizations have neglected to develop and train this group, letting most find their own way to their own unique management or leadership style. The skills required managing people and resources to deliver a product or service and the skills required to engage with people and persuade them to 'buy-in' to a vision or goal. You can have one without the other – but this is not without cost.

The aim of the Workshop is to create a leadership and management skills for managing Business in current era for all the Management and Commerce future budding entrepreneurs.

Registration

The Workshop is intended for under graduate and post graduate students, research scholars, faculty members, to gain knowledge and sustainable practices.

Registration fee: Rs. 200/-
Spot registration is allowed.

Organizing Committee

Convenor

Dr. K. Veerakumar, MBA., M.Phil., M.Com., M.Phil., PGDCA.,
M.A.(YHE), M.Lisc., Ph.D.,

Head of the Department

Organizing Secretaries

Ms. R. Visalakshi, MBA., M.Phil., PGDCA

Ms. R. Sindhuja, MBA., M.Phil.,

Co-organizing Secretaries

Mr. D. Bhuvanendran, MBA., M.Phil.,

Mr. T. Manikandan, MBA., M.Phil.,

Contact Number : 99429 29266

PROGRAMME SCHEDULE

Registration : 9.00 am- 10.15 am

Technical Session - I

10.15 am - 11.30 am

Prayer Song : **A. Priyadharshini**

Welcome Address : **Dr. K. Veerakumar**, Head
Department of Business Administration
Nallamuthu Gounder Mahalingam College

Inaugural Address : **Dr. P. M. Palanisamy**
Principal
Nallamuthu Gounder Mahalingam College

Presidential Address : **Dr. B. K. Krishnaraj Vanavarayar**
President
Nallamuthu Gounder Mahalingam College

Resource Person : **Mr. Muthukumar Purushothaman**
Software Development Manager
PSI In control Sdn Bhd, Malaysia

Topic : "**Business Administration for the era of IR 4.0**"

Technical Session - II

11.30 am - 12.30 pm

Resource Person : **Dr. M. Prakash**
Assistant Professor
Christ University, Bangalore

Topic : "**Profitability in Business Administration**"

Vote of Thanks : **Ms. R. Visalakshi**
Assistant Professor
Department of Business Administration
Nallamuthu Gounder Mahalingam College